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CITY OF EL CENTRO

ECONOMIC DEVELOPMENT STRATEGY

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*El Centro - Economic policy  
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RESOLUTION NO. 78 - 41

RESOLUTION FOR ADOPTION OF  
ECONOMIC DEVELOPMENT STRATEGY

THE CITY COUNCIL OF THE CITY OF EL CENTRO DOES RESOLVE AS  
FOLLOWS:

WHEREAS, the El Centro City Council is highly concerned about  
the local economic conditions and the quality of life which prevail in  
the City and Imperial County and which are influenced by factors such  
as employment, housing, public, cultural, and recreational facilities,  
transportation, energy availability, business stability and diversity;  
and

WHEREAS, a need exists for a comprehensive overall economic  
development plan which addressed the local problems and proposes viable  
solutions which attempt to meet these needs; and

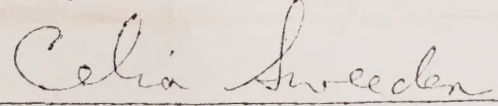
WHEREAS, the El Centro City Council strongly supports economic  
development and is willing to work closely with federal and state agencies  
in an effort to stimulate the local economy;

IT IS THEREFORE RESOLVED, that the Economic Development Strategy  
(as presented) be adopted which outlines the goals, problems, and proposed  
solutions for strengthening the local economy and that every effort will  
be made to implement the projects which have been identified as holding  
the most promise for encouraging economic stability. This resolution  
and the draft of the Economic Development Strategy shall be sent to the  
Imperial County Board of Supervisors.


PASSED AND ADOPTED at a regular meeting of the City Council of  
the City of El Centro held on the 7th day of June, 1978.

  
MAYOR, CITY OF EL CENTRO

ATTEST:

  
CITY CLERK, CITY OF EL CENTRO

(SEAL)



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CITY OF EL CENTRO

ECONOMIC DEVELOPMENT STRATEGY

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NOTE: Federal agency names are used throughout this document and are abbreviated as follows:

DOE	Department of Energy
EDA	Economic Development Administration
HEW	Department of Health, Education and Welfare
HUD	Department of Housing and Urban Development
LEAA	Law Enforcement Assistance Administration
NEA	National Endowment for the Arts
SWBSC	Southwest Border States Commission



## GOALS:

The Economic Development Strategy identifies the approach which could be implemented to improve the overall economic conditions of the Imperial Valley. What takes place in El Centro will impact the entire County and additionally Mexicali, B. C. Projects have been chosen which attempt to alleviate the identified problems and will not only primarily stimulate economic development but will also result in additional social and cultural benefits.

The first year of economic stimulus will concentrate on the following: 1) improving basic necessities such as water supply and city shops, 2) developing geothermal energy as an alternate energy resource, 3) increasing tourism by revitalizing the downtown area and constructing a cultural facility, and 4) initiating the plan for developing a railroad line between downtown El Centro and downtown Mexicali, resulting in increased tourism and a means of transportation. Other projects which address the identified problems will continue to be developed.

## BACKGROUND:

The City of El Centro is located in the heart of the Imperial Valley agricultural zone, lying approximately 100 miles east of San Diego and roughly 90 miles south of Indio. The City is a major gathering point for agricultural products raised in the Valley and is an important area to travelers going east to Yuma and Phoenix, west to San Diego, and north through the Imperial and Coachella Valleys toward Los Angeles. It is also located approximately 15 miles from the border of Mexicali, Baja California, a city of approximately 500,000 people. The topography is flat and the elevation is around 45 feet below sea level.

The development of El Centro has been directly related to that of the Imperial Valley since water was first introduced to that area from the Colorado River.

The extremely rich soil of the area, combined with an abundant supply of water and year-round growing season, converted the Imperial Valley into an area extremely suitable for agriculture.

As a rail outlet for the Valley's agricultural products, El Centro grew and prospered. The City's role increased as the agricultural economy expanded and flourished. El Centro became an important processing, packing, and shipping center, as well as a servicing and supply town for the many people engaged in the agricultural economy.

El Centro remains the largest city in the Imperial County, and since it is the county seat and a principal retail-service center for the agri-business

economic base of the county, its position as the largest urban community in the county can be projected to continue.

The City of El Centro has an outstanding potential for developing into a unique community with a high quality of living. The basic requirements needed to develop special projects already exist including known geothermal resources, a railroad line connecting the City with Mexicali, a unique downtown commercial section, land availability, and others. Implementing specific programs could lead to the improvement of the economic, cultural and social conditions of the entire Imperial County.



## Identification of Problems

The first step in bringing about economic stimulation is to identify the problems and barriers which exist. The problems which are recognized not only impact the City of El Centro but are similar to those faced by other Valley cities and the county as a whole.

1. Unemployment
2. Inadequate Water Treatment Plant
3. Poor public facilities
4. No cultural facility
5. Limited recreational facilities
6. Unstable central business district
7. Lack of tourism
8. High energy needs
9. No public transportation system
10. Poor housing
11. No safety training facility

### 1. UNEMPLOYMENT

The greatest problem which El Centro faces is a high rate of unemployment, averaging 18-20%, according to EDD. In recent years, there have been declining employment opportunities in the major industry of farming due to increased mechanization. The strong push of Mexican citizens seeking employment in the U.S. has swelled the labor force and increased the problem. The majority of those unemployed lack any job skills, therefore new commercial or industrial businesses must include on the job training opportunities.

A burden has been placed on the local public agencies, especially government, to employ persons through such programs as CETA. Instead of increasing the number of people placed on public employment rolls, an emphasis should be made on expanding private sector employment.

Roughly 50% of the County population are Hispanic and 5% are Black. Within this large Hispanic ethnic group, many are of limited English speaking ability. The minority population also includes the highest concentration of low income families. The U.S. Census Bureau estimated the county poverty level at 14,812 people out of a population of 74,492 or a 19.9% poverty rate per capita.

### 2. INADEQUATE WATER TREATMENT PLANT

After completion of the City master water and sewer plan in 1977, it was determined that over 3 million dollars worth of improvements were necessary. The major repairs are needed at the water treatment facility and include such items as pipes, pumps, storage and tank repairs. The city will make an effort

to allot general fund monies to upgrade the treatment plant but the costs are still overwhelming. If improvements are not made, no additional growth will be allowed within and outside the City limits because water will not be available. This has a strong detrimental effect on the entire economic development strategy.

### 3. POOR PUBLIC FACILITIES

The major public facility which currently needs to be totally replaced is the City Shop and Corporation Yard. The sites house the equipment and supplies needed for every public works department including street maintenance, water and sewer construction and motor vehicle repair for all city departments. Also no storage area is currently available for future mass transit program implementation. The present facilities are small, unsightly, and detract substantially from the surrounding neighborhood.

### 4. NO CULTURAL FACILITY

Currently there is not one public theater in the entire Imperial County, including the local colleges. This lack of cultural facilities is particularly noticeable considering strong local interest in the theater arts including several active groups involved in dance, drama, and music. In addition, the small Imperial Valley College Museum has outgrown itself and is searching for a new facility. Imperial County remains a prime area in the state for archeological, paleontological, and historical resources. The multi-purpose community center built by HUD several years ago is fully utilized and the demand remains high. All of these combine into a need for a new cultural facility which can accommodate all requirements.

### 5. LIMITED RECREATIONAL FACILITIES

High priority needs for recreation have been identified. These include a stadium, recreation center, gymnasium, and golf course. The possibility of a lake for storing water near the water treatment plant is also being considered. With a large population (40%) under the age of 18, recreational facilities are important. They add to the quality of life and help to make El Centro a more attractive place to live. Current recreational sites are fully utilized and for the population size more facilities are necessary.

### 6. UNSTABLE CENTRAL BUSINESS DISTRICT

The downtown commercial district faces competition from two shopping centers located outside the core. Several businesses have left downtown. The commercial center must be stabilized and revitalized resulting in expansion and new employment opportunities. A local non-profit development company was recently established with help from the City in an effort to meet these goals.

Agencies involved in this include the Department of Housing and Urban Development and the Small Business Administration. The first projected activities are a structural facelift of all building fronts to improve appearance, improvement of vehicle traffic and pedestrian circulation, better use of parking facilities, and additional landscaping.

## 7. LACK OF TOURISM

More than 2.5 million travelers visit the Imperial County area in a year. Over 18 million border crossings in 1977 were recorded. Interstate 8 remains the major traffic artery through Imperial County with 12,000 average daily traffic recorded. There is little reason to stop in the city except for gas and food. The potential for a strong tourist economy exists and economic development should include a strategy for promoting tourism. Mexicali, B.C., a city of 500,000, is also interested in promoting tourism and would play a vital role in development. Projects which will be used to encourage tourism include downtown revitalization, El Centro-Mexicali railroad, and cultural center development.

## 8. HIGH ENERGY NEEDS

Local County residents consume high amounts of electricity for cooling in the summer because of the extremely high temperatures (100° - 115°). Industrial and commercial users are also paying high costs. According to a recent energy survey of the City, roughly 1 billion B. T. U.'s of energy are consumed yearly. It was determined that up to 70% of the City's current fossil fuel based consumption could be met through the direct use of geothermal resources.

Imperial County has begun to develop geothermal energy as an alternate energy source. Several test sites already exist. The City of El Centro and WESTEC Services, Inc. of San Diego were recently funded by the Department of Energy to analyze the potential application of geothermal energy in the City. A test site will soon be chosen and a well drilled to initiate a demonstration project once funding is secured.

## 9. NO PUBLIC TRANSPORTATION SYSTEM

Imperial County has no public transportation system except for a minor EOC bus program for senior citizens. The County is preparing a plan outlining the needs, alternatives, and possible traffic corridors. The City is participating in this planning.

Initial discussion has taken place between Mexicali and El Centro about the possibility of a train running between the downtown areas of each city. Not only would this provide transportation for El Centro, Calexico, and Mexicali residents, but the potential for increasing tourism is tremendous.

#### 10. POOR HOUSING

The City of El Centro recently initiated a project sponsored by HUD to rehabilitate the many dilapidated residences. Over 50% of the homes in the project area are considered substandard. A comprehensive three year program is presently being considered for funding and includes code enforcement, housing rehabilitation, water and sewer lines, a park addition, community center expansion, and a storm drain. The efforts are concentrated in a blighted area known as Tract 98. The need for improvements is great and the first steps have been taken in an effort to alleviate the problems.

#### 11. NO SAFETY TRAINING FACILITY

The isolation of Imperial County necessitates sending people outside the Valley for several weeks at a time for job training. This is especially true for members of the fire and police departments. In this area there is no training facility. Proposed is a regional fire and police training facility for use by all county -wide departments or districts (24), and the fire departments of Yuma, Arizona and Mexicali, B.C.

A possible site location is the National Parachute Test Range, a large military base which is moving several functions to other facilities. This site would offer the necessary land, housing, and buildings for a purpose such as a regional training site.



## Economic Development Strategy

The Economic Development Strategy consists of identifying an Economic Development Sector in which activities could be concentrated to bring about a stronger economic base and improve economic, social, and cultural conditions throughout the City of El Centro.

The Economic Development Sector is located south of Main Street, east of Fourth Street, north of I-8, and west of Dogwood Road, including the downtown commercial area. This sector contains open land for development, the commercial district, and the railroad line connecting El Centro and Mexicali, B.C. Within this area are located the major projects for fiscal year 1978-1979. Attached as Exhibit A is a map identifying the projects and their locations.

The City of El Centro has given highest priority to the following eight specific projects which address some of the problems identified earlier. As outlined in Exhibit B, the city will continue to work on additional projects and take advantage of any opportunities which arise to make these projects viable. These projects form the blueprint for stimulating the economy.

It should be noted that the eight projects have not been prioritized. It is felt that all of these programs are vital and that progress on any one of them will occur at different times and depending on different opportunities.

According to the economic development guidelines as composed by EDA, the projects fit into the following categories:

1. Industrial: Geothermal Energy Industrial Park
2. Commercial: Downtown El Centro Revitalization
3. Transportation: El Centro-Mexicali Railroad
4. Community Improvement at Water Treatment Plant
- Facilities: Shop and Corporation Yard  
Cultural Center Development  
Housing - Planning Area #3  
Tract 93

In order to illustrate how the economic development strategy addresses the problems which have been identified, the following matrix is provided.

SOLUTIONS:

Improve Water Plant	Shop/ Corp. Yard	Geo- thermal Park	Down- town Revital.	EC/M Rail- road	Cul- tural Center	Planning Area 3
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PROBLEMS:

Unemployment	X		X	X	X	X
Inadequate Water Plant	X					
Poor Public Facilities		X				
No Cultural Facility					X	
Limited Recreation				X	X	
Unstable Downtown			X	X		X
Lack of Tourism			X	X	X	
High Energy Needs		X				X
No Public Transportation				X		
Poor Housing						X
No Safety Training Facility						

The eight projects aimed at stimulating economic development include the following:

A. Basic Infrastructure

1. Improvement of Water Treatment Plant

In 1977 the City received the completed master water and sewer plan which outlines the conditions and future capital expenditure needs of the water and wastewater plants and underground facilities.

The water treatment plant needs current repairs and replacements totaling over 3 million dollars. The city was fortunate in the Local Public Works Act funding rounds and received \$1,518,000 for a new sewer line and \$710,000 for a new potable water storage tank. This leaves over 2 million dollars worth of improvements still needed at the water plant.

The water plant needs are considered a basic necessity. With no repairs made, all new construction within and adjoining the city limits would be halted after one year. This would have disastrous effects on economic development and the employment rate. The water supply would be confined to those buildings currently established. The capacity could not be increased. Among the improvements needed are raw water supply pipe, reservoir work, new clarifier, spare backwash pump, two service pumps, 350 kw generator, new distribution piping, elevated tank repairs, site for remote storage, and water pressure improvements. This totals \$2,292,700 in 1977 prices for labor and material.

The needs are critical and the city is making every effort to allow funding for improvements as well as seeking external sources of funding. Without a sufficient water system, economic development would be greatly hindered.

2. City of El Centro Shop and Corporation Yard

The City of El Centro shop and corporation yard is located on two different sites of 2.7 and 7.04 acres of which the 2.7 acres are located in a business and residential area. The combined sites have insufficient space for operations, dilapidated buildings, inadequate repair facilities, and little office space.

It is an eyesore in the neighborhood and the major public facility in the city in need of replacement.

At present, a site of 20 acres has been located which would provide sufficient space for a new facility. It has access to major streets and is situated in a more appropriate commercial district. However, no funds are available to purchase this property and possible land trades are now being examined.

The Shop and Corporation Yard will include repair facilities for city vehicles, future transit vehicles, and water meters; storage for city and transit equipment; shops for the water and wastewater plants maintenance department; space for stockpiling supplies such as asphalt, sand, etc.; a warehouse to store supplies for all operational departments; office space for administrative and purchasing personnel and a lunch room for on-site personnel. Cost estimates range as high as \$4 million.

The idea of a combined city-county-school district facility is being explored. This would help to remove the other shop sites which are also inappropriately located. A cost savings would result in having a central facility which is used at a maximum.

This is a high priority project which would be labor intensive during construction. The old shop and yard sites when vacated would leave prime commercial property available for development. Funding sources will continue to be sought for this public facility.

## B. Energy

### 1. Geothermal Energy Industrial Park

The geothermal energy industrial park is aimed at creating new employment opportunities as well as expanding the economic base of Imperial County. A unique advantage is also gained by exploring the uses of new energy sources which may aid in reducing the dependency on fossil fuels.

The City of El Centro and WESTEC Services, Inc. of San Diego were recently approved for funding by the Department of Energy for a one year study of the potential for direct utilization of geothermal energy. The overall objective of the study as described in the proposal



"is to determine the engineering and economic feasibility of the utilization of low and moderate temperature geothermal heat in the City of El Centro including space cooling and heating for commercial/government buildings, business complexes and residences; process heat for industry located in the city that would be desirable to attract to the city; and agri-business". A great potential exists for the establishment of food processing industry utilizing geothermal heat. Instead of shipping out the local farm products, these could be locally cleaned, dried, canned, or frozen. A potential for greenhouses and fish farms also exists. The study is scheduled for completion in December, 1978.

The engineering and economic feasibility study for non-electric applications of geothermal energy will help to identify those industries which could utilize this energy source. Several possible sites have been selected for an industrial park based on geothermal. A demonstration project which includes drilling a well within the city has moved ahead of schedule due to the accelerated progress of the joint study. This project would utilize geothermal energy at the community center and aid in clarifying the possibility of a geothermal energy park in the area.

To bring the geothermal energy industrial park to reality the following steps must be taken.

1. Completion of the DOE study outlining non-electrical applications of geothermal energy.
2. Identification of the location of the industrial park site.
3. Purchase of the site.
4. Off site improvements including water, sewer, streets, landscaping, sidewalks, curbs, gutters, etc.
5. Location and drilling of a geothermal well close to the industrial park site or a pipe system transporting hot water/brine from the Heber reservoir to the parksite.
6. Marketing in order to attract potential industries to locate in the industrial park. This may include construction of the first building for leasing to prove the advantages of geothermal energy.

At present, the involvement of several federal agencies including HUD, EDA, SBA, DOE, and SWBSC is projected. The possible roles include HUD - water and sewer lines, EDA - off site improvements, SBA - loans to businesses wishing to locate in the industrial park, DOE - for geothermal production, and SWBSC - for support to any of the above. The installation on water and sewer lines in the blighted area known as Tract 98 will make these facilities available to a large area of land which could be the site of a geothermal park. The installation is presently pending approval under HUD as part of the 3 year plan.

Steps 1 and 2 as outlined above will be completed before January 1979. Step 3 remains a problem because of lack of funds. Steps 4 and 5 could be initiated before June 1979 with Step 6 occurring thereafter if funding is available.

The geothermal industrial park holds the greatest potential for expanding the employment opportunities and stabilizing the economic base of the city and county.

## C. Tourism

### 1. Downtown El Centro Revitalization

The goal of the downtown revitalization program is to stabilize this central business district and increase the employment opportunities. Several businesses have left the downtown area and there is competition from two shopping centers.

Several steps have been identified which will insure revitalization.

1. Formation of a local development corporation (LDC) earlier this year will assist merchants in obtaining loans from the Small Business Administration for renovation and expansion.
2. HUD has been asked to grant \$10,000 to the LDC as seed money to be used in obtaining loans.
3. A consultant has been hired to prepare an overall architectural renovation plan for the downtown district which will include store-front rehabilitation, landscaping, parking lots, pedestrian malls, public improvements, lighting, mini-parks, adjacent courtyard style housing and other improvements.

4. The downtown area has been designated by SBA as a Neighborhood Business Revitalization Area and is eligible for special assistance. It is also part of the HUD Community Development Block Grant project area.
5. In addition, a redevelopment plan is in the process of being completed. The tax increment funding will be used to construct public improvements in an effort to upgrade the general area.

It is hoped that these initial actions will help to increase the attraction of the downtown as a shopping center, help to expand the availability of jobs, and strengthen the overall economy. The goal is to encourage local residents as well as travelers passing through the County to visit the downtown section of the city.

## 2. El Centro-Mexicali Railroad

Imperial County offers visitors a variety of recreational activities and more than 2.5 million people take advantage of these every year. However, there is very little available to draw tourists into the City of El Centro.

One possible method of resolving this problem is to explore the feasibility of a railroad passenger system linking the downtown districts of the Imperial Valley cities and Mexicali. For example, a visitor could stop in El Centro, visit the downtown businesses, board a train headed for Mexicali, arrive in Mexicali (approximately 15 miles), shop in the downtown area, and then return to El Centro. This would minimize the difficulties visitors have in visiting a foreign country such as travel, locations, language, etc.

The attraction lies not only in touring both downtown districts but also in the train ride. It would increase the business volume of retail stores, restaurants, and others while helping to stabilize the economy. The projected redevelopment plans for the downtown sector would provide an attractive business district with a common theme including new store fronts, a multi-cultural restaurant and entertainment district, pedestrian walkways, landscaping, mini-parks and other improvements. This activity will be sponsored by the Local Development Corporation with assistance from SBA and HUD.

The first step in bringing an El Centro-Mexicali railroad to reality is to conduct a feasibility study of the proposal. Included should be such questions as

1. Southern Pacific's view of the project
2. Conflict with existing freight schedules
3. Condition of the track
4. Who might operate the service
5. Detailed origin-destination survey
6. Border crossing inspections
7. Equipment required
8. Mexico's view of the project and its role
9. Funding and/or subsidy needed
10. Sources of funding
11. Alternatives to the project

The possibility exists that the train might also serve as transportation for commuters between Mexicali-Calexico, El Centro and other Valley cities. It has a potential of impacting the entire County, as well as San Diego and Los Angeles Counties. This area serves as a starting point for many people taking trains into the interior of Mexico. The El Centro-Mexicali train could add a link to this transportation chain. A projected cost for the feasibility study is \$12,000 which is not available at this time.

It is believed that such a railroad project is a unique and creative concept for strengthening the ties between Mexico and the United States. Such a joint venture would promote the regional economic development of both countries and increase bi-national cooperation.

### 3. Cultural Center Development

One of the basic problems in attracting commercial and industrial businesses as well as professional people to the Imperial Valley is the lack of cultural activities. Even though the schools may be good and housing is available, people are interested in recreational and cultural programs which provide leisure time activities. It is considered a part of the "quality of life" which exists in any city and makes it a more desirable place to live.

In the Imperial Valley, not one theater exists which would be adequate for quality performances. A cultural center complex in El Centro would be able to provide a theater, multipurpose facilities for activities such as conventions, and a new museum to replace the small building now located downtown. This complex would serve people from throughout the Imperial County and Mexicali, B.C.



The blueprint for the development of a cultural center includes

1. Committing city or privately owned property to such a venture
2. Preparation of preliminary architectural plans and drawings for site development
3. Seeking funding sources for the complex (several million dollars)
4. Completion of final architectural plans
5. Construction

The proposed program has several objectives which are integrated with economic development. These include

1. Increasing employment opportunities by providing short and long term employment in construction and operation of the facility.
2. Expanding the economic base of the 5 mile radius of the area. It is projected that hotels and restaurants will develop on the vacant land located close to the center site to cater to residents and visitors.
3. Increasing the tourism rate since the facility will serve the entire Imperial Valley and Mexicali, B.C.
4. Provision of a pilot project for testing the use of solar and geothermal energy in a large public facility.
5. Encouraging the redevelopment of the area surrounding the site. This is part of a proposed redevelopment area and any tax increment monies will be reused for ongoing improvements.

It is hoped that the importance of this project will be recognized by several federal funding sources and be entered into as a joint project. The areas of interest include EDA - economic development and revitalization, DOE - solar and geothermal development, HEW - educational purposes of the museum and theater, HUD - public facilities and community revitalization, NEA - promotion of the arts, SWBSC - economic development and the Office of Historical Preservation - conservation of the historical, paleontological, and archeological resources.

The City of El Centro is willing to take the first steps by committing available property and payment for the initial site plan, however after this federal support is necessary. We plan to pursue this in the coming year.

D. Neighborhood Revitalization of Planning Area 3

1. Housing

Since El Centro does not have census tracts, this section refers to the El Centro General Plan's Planning Area #3. To clarify this, Planning Area #3 consists of Enumeration Districts 15, 16, 17, and 18 as shown on the map in Exhibit D.

El Centro's Planning Area #3 is depressed and has 137 families below the poverty level with the mean family income of \$6,236, the lowest in the city. This area is also characterized by the highest mixed racial composition with approximately 97% of the residents minorities and approximately 99% low to moderate income persons. Fifty percent of the existing dwelling units in the area (336) are in need of repair.

The needs in Planning Area #3 are varied and numerous. Because of last year's activity in housing rehabilitation, the condition of housing has stabilized and HUD's interest in the area has stimulated private capital to construct new dwelling units for the first time in many years. However, much still needs to be done. The housing rehabilitation program will continue over the next three years and much progress is expected.

The shopping area for Planning Area #3 is immediately adjacent to it and is also El Centro's downtown. Through the combined efforts of the merchants, owners, and city staff, a non-profit local development company was recently established (E.C.D.C.). Ten thousand dollars (\$10,000) in this program year will be funnelled into the non-profit company as seed money to obtain loans from the Small Business Administration to revitalize and stabilize the downtown. This will maintain a shopping area and provide and maintain jobs for the residents of the area.

The housing rehabilitation program will continue to make progress in upgrading the residences in planning area #3. This HUD program works well in combination with the CETA program. There are currently two projects including energy conservation and paint and clean-up, which are funded by CETA and assist in the efforts to rehabilitate the area.

If the 3 year comprehensive plan is approved by HUD, the housing program is guaranteed its continuation and funding will be available.

## 2. Tract 98

The southeast corner of the project area is known as Tract 98, a blighted, desolate area within the city limits. Under HUD, water and sewer lines are planned to be installed making available approximately fifty (50) sites for new dwelling units. The results of the installation include 1) alleviating a health problem by providing sewer and water facilities for the existing dwellings; 2) providing jobs in the immediate construction of the lines and future jobs in the construction of the dwelling units, and 3) expanding the housing stock for low to moderate incomes.

The California Housing Finance Agency (C.H.F.A.) is in the process of having El Centro declared a Mortgage Assistance Area. This will allow the residents/landowners to negotiate low interest loans for the construction of new homes. HUD/FHA #235 loans are also viable and available in El Centro.

The three year HUD program addresses the total Community Development needs in the area. In the two succeeding years, additional public improvements will be provided in Tract 98 if needed to stimulate construction, a sewer line extension down Ross to Dogwood will be installed to encourage economic development, an eight acre park immediately south of Tract 98 will be provided, and a storm drain in the area to disburse rain water will be installed. In addition, the city will use all available housing programs such as Section 235, 202, Section 8 pre-approved sites, C.H.F.A., and the new State housing rehabilitation program.

The city will also encourage and stimulate the location of industry south and east of the area to provide jobs and economic development. The area may be a good location for industrial use of geothermal energy.

There is a total commitment by the City of El Centro to rehabilitate, revitalize, and stabilize Planning Area #3 and the downtown area, and this will be accomplished.

## Conclusion

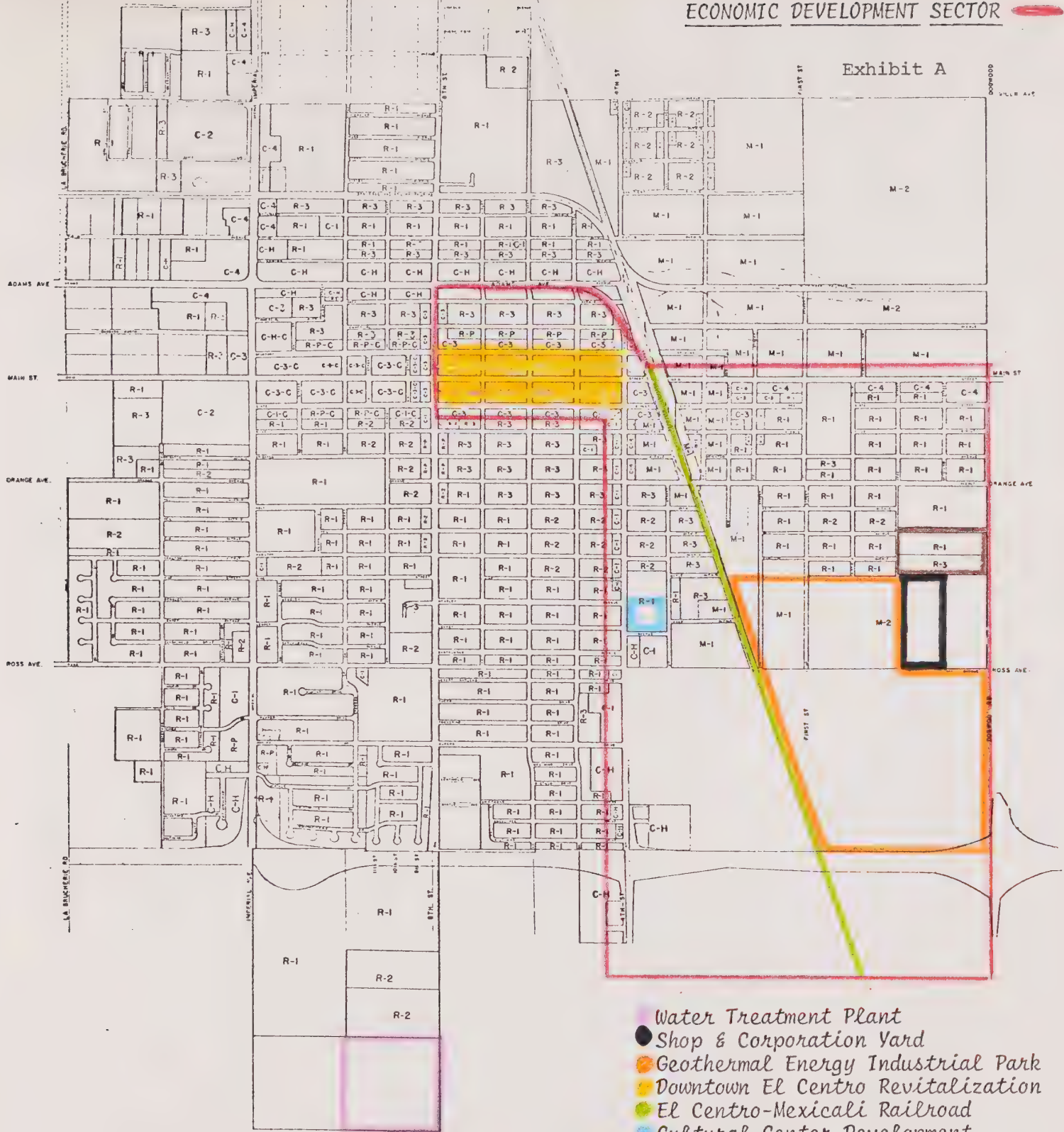
The Economic Development Strategy is a combinations of steps to be taken aimed at improving the economic base of the city and county . It is a planning guideline designed to increase employment opportunities, create a stable and diversified economy, and improve the local quality of life.

The City of El Centro has taken the initiative on many of the projects and the first phases have been completed. A commitment has been made for available land, staff support, and consulting fees. Most of the projects have now reached a stage that without outside funding they cannot be continued. The City is not looking for a handout. We wish to cooperate and work with federal and state agencies in a joint effort to improve the local economy.

Local city and county officials have committed themselves to supporting economic development. El Centro's location along Interstate 8 in the center of the Imperial Valley gives it a unique advantage in working with Mexicali, B. C., Yuma, and San Diego counties.

The projects that have been identified will definitely improve local conditions. We believe that the goals which have been established are attainable and we will continue to work to achieve them.





# OFFICIAL ZONING MAP

## CITY OF EL CENTRO, CALIFORNIA

PORTION CHAPTER 32, CODE OF THE CITY  
OF EL CENTRO, VOLUME II

I HEREBY CERTIFY THAT THIS PLAN HAS BEEN OFFICIALLY  
ADOPTED BY THE CITY PLANNING COMMISSION OF EL CENTRO,  
CALIFORNIA AFTER THE HOLDING OF THE REQUIRED  
PUBLIC HEARINGS ON THIS 21st DAY OF MAY, 1968  
SIGNED: *George C. [Signature]*  
ATTEST: *George C. [Signature]*

I HEREBY CERTIFY THAT THIS PLAN HAS BEEN OFFICIALLY  
ADOPTED BY THE CITY COUNCIL OF EL CENTRO, CALIFORNIA  
AFTER THE HOLDING OF THE REQUIRED PUBLIC HEARINGS  
ON THIS 21st DAY OF MAY, 1968  
SIGNED: *George C. [Signature]*  
ATTEST: *George C. [Signature]*

RESIDENTIAL			COMMERCIAL		INDUSTRIAL		OTHERS		REVISIONS			
R-1	SINGLE FAMILY		R-P	RESTAURANT AND PROFESSIONAL OFFICE	M-1	RESTRICTED MANUFACTURING	- C	CIVIC CENTER DISTRICT	NO. 1	DATE	BY	REVISION
R-2	MEDIUM DENSITY		C-H	RESORT	M-2	GENERAL MANUFACTURING			NO. 2	DATE	BY	REVISION
R-3	HIGH DENSITY		C-1	NEIGHBORHOOD COMMERCIAL					NO. 3	DATE	BY	REVISION
			C-2	OUTLET SHOPPING COMMERCIAL					NO. 4	DATE	BY	REVISION
			C-3	GENERAL COMMERCIAL					NO. 5	DATE	BY	REVISION



# CITY-WIDE PROJECT SCHEDULE

<u>SUBJECT</u>	<u>YEAR 1</u>	<u>YEAR 2</u>	<u>YEAR 3</u>
	FY 78-79	FY 79-80	FY 80-81
Redevelopment	Complete Redevelopment Plan	Improvements	Improvements
Imperial Overpass	Evaluation	Eng. / Funding	Start Construction
City Transportation	Dial a Ride/Taxicab	County Plan	County Plan
Water Plant Lake	Evaluation	Implementation	
Senior Center	Evaluation/Funding	Rehab. /Construction	
Stadium/Gym etc.	Evaluation/Plans	Funding	Construction
Safety Training Center	Evaluation	Base/Prop. Purchase	Implementation
Sewer Trunk Line	Design/Funding	Const. (Private)	
Prawn Project	Evaluation	Implementation	
Solar Resid. Demo.	Evaluation	Implementation	

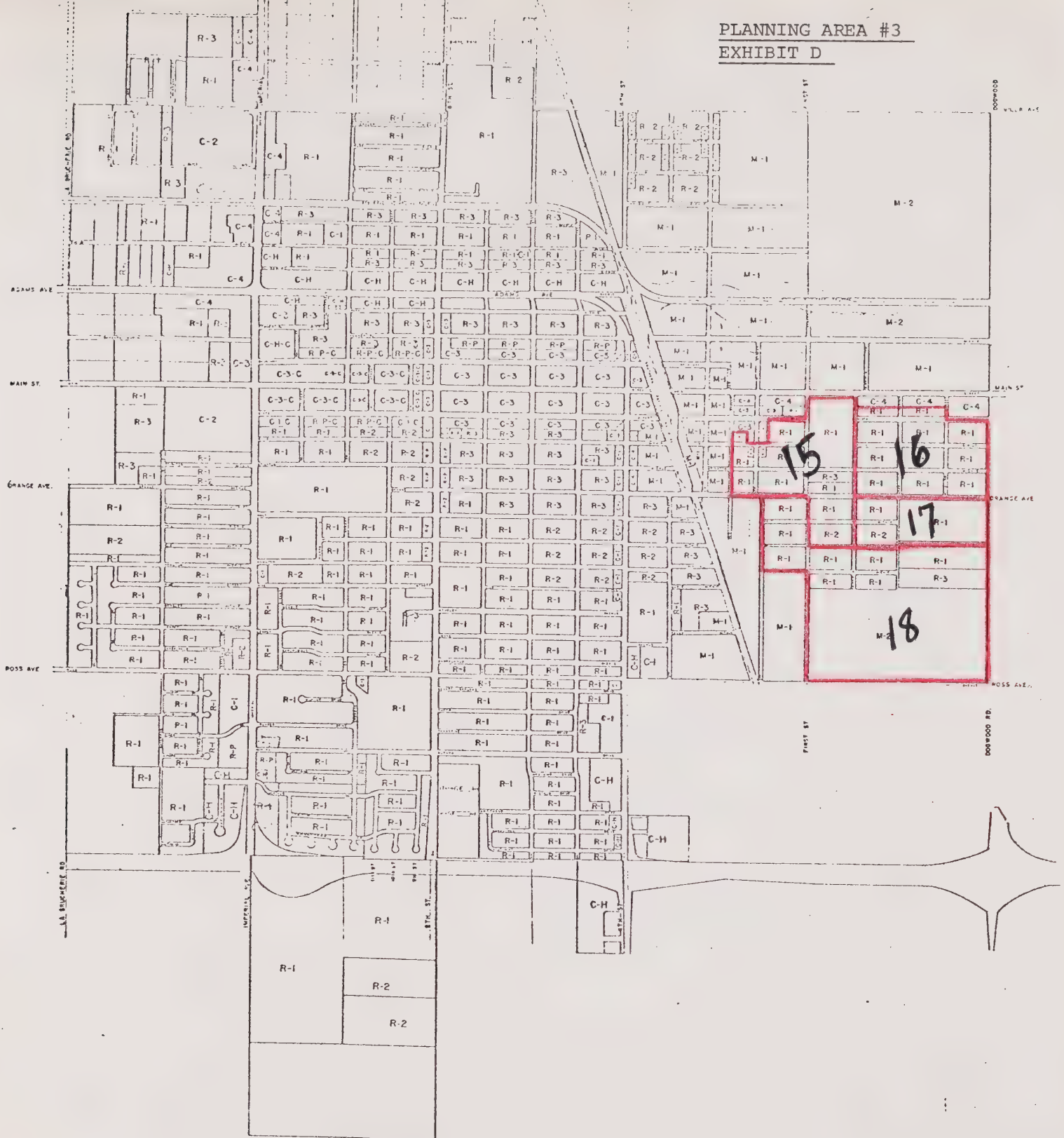




# ECONOMIC DEVELOPMENT PROJECT SCHEDULE

<u>SUBJECT</u>	<u>YEAR 1</u>	<u>YEAR 2</u>	<u>YEAR 3</u>
	FY 78-79	FY 79-80	FY 80-81
Water Plant	Ongoing Improve.	Ongoing Improve.	Ongoing Improve.
Shops/Corp. Yard	Trade/Purchase Prop.	Design Plans	Construction
Geothermal Energy Park	Design + Initial Improve.	Development	Development
Downtown Revitalization	Rehab. Downtown	Rehab. Downtown	Ongoing
Railroad to Mexicali	Feasibility Study	Negotiations	Funding
Cultural Center (Mus/Aud)	Feasibility Study/Plans	Start Construction	Construction
Planning Area #3-Housing	Rehabilitation	Rehabilitation	Rehabilitation
Planning Area #3-Tract 98	Water and Sewer	Other Improvements	Other Improvements



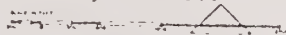


# OFFICIAL ZONING MAP

## CITY OF EL CENTRO, CALIFORNIA

PORTION CHAPTER 32, CODE OF THE CITY  
OF EL CENTRO, VOLUME II

I HEREBY CERTIFY THAT THIS PLAN HAS BEEN OFFICIALLY  
ADOPTED BY THE CITY COUNCIL OF EL CENTRO, CALIFORNIA  
AFTER THE HOLDING OF THE REQUIRED PUBLIC HEARING ON THE 20th DAY OF MAY, 1960  
DATED *May 20, 1960*  
ATTEST *George A. Anderson*



I HEREBY CERTIFY THAT THIS PLAN HAS BEEN OFFICIALLY  
ADOPTED BY THE CITY COUNCIL OF EL CENTRO, CALIFORNIA  
AFTER THE HOLDING OF THE REQUIRED PUBLIC HEARING  
ON THE 20th DAY OF MAY, 1960  
DATED *May 20, 1960*  
ATTEST *George A. Anderson*

RESIDENTIAL		COMMERCIAL		INDUSTRIAL		OTHERS		PERMITS	
R-1	SINGLE FAMILY	R-P	PROFESSIONAL OFFICE	M-1	RESTRICTED MANUFACTURING	- C	CITY CENTER DISTRICT	PERMIT	PERMIT
R-2	MEDIUM DENSITY RESIDENTIAL	C-H	RESTAURANT	M-2	GENERAL MANUFACTURING				
R-3	HIGH DENSITY RESIDENTIAL	C-1	NEIGHBORHOOD COMMERCIAL						
		C-2	OUTLETS SHOPPING COMMERCIAL						



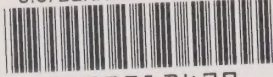


ADDENDUMFederal and State Supported Projects

<u>YEAR</u>	<u>PROJECT</u>	<u>FUNDED BY</u>	<u>COST</u>
1) 1977	LaBrucherie Trunk Sewer Line	EDA  (40 people employed, 12 local residents and 21 minorities, 6 month project)  (approximately 7,600 new homes can be serviced by this line)	\$1,518,000
2) 1977	5 MG Potable Water Storage Tank	EDA  (38 people employed, 4 local residents, 10 minorities, 6 month project)  (required to meet current needs and state health department minimum standards)	\$ 710,000
3) 1978	North Park Improvements	State of California Dept. of Parks & Rec.	\$ 152,000 \$ 38,000 city
4) 1977	Ward Swarthout Park Ball Field, Sprinkler System	State of California 1976 Bond Act	\$ 80,416
5) 1976	Adams Park Tennis Court Lights	State of California Land & Water Cons. Program	\$ 40,944
6) 1972- 1975	Water Pollution Control Plant Sewage Treatment	Federal and State Water Quality Control	\$1,270,600
7) 1975	Police Dept. Radio Communications System + Scrambler	LEAA	\$ 90,000
8) 1977	Housing Rehabilitation	HUD	\$ 200,000
9) 1974	Neighborhood Facilities - Community Center	HUD	\$ 520,000 \$ 120,000 city share
10) 1978	Various Street, Trans- portation, and safety grants  (signal lights, warning signs, bot dots, streets, railroad crossing arms, etc.)	Federal Highway Admin. State Office of Traffic Safety	Various amounts  City Share 10%

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